

96.9 KYYO-FM

McCleary, WA, South Sound Country.

Issues and Programming, October 1st 2018 through December 31st 2018

(Prepared on January 10, 2019 – Unable to upload to OPIF due to Government shutdown)

1. Non Profit Fundraising Event

Local PSAs SideWalk

Gingerbread Village 2018

SideWalk is an evidence-supported, volunteer driven, local non-profit working to end homelessness in Thurston County. They have successfully housed over 1200 people experiencing homelessness over the last 6 years. The number of clients they help is continuing to grow. In the last year, they've also launched a Veteran Advocacy Program that has successfully housed 60 homeless veterans. On November 24th and 25th SideWalk hosted their annual fundraiser for the start of the holiday season, called Gingerbread Village. The event is held at the Washington Center for the Performing Arts, and typically sees over 3,500 in attendance during this all-ages event. They host a ticketed social, and otherwise solicit donations to support the work SideWalk does in our community.

11/22/18 – 11/25/18
30X :30 second spots

2. Local Sports

Red Zone Talk

Local High School Sports Show

The station produces a Local High School Sports show, called Red Zone Talk, which airs for half an hour, every Friday morning during the football season. There's a re-cap of the previous weeks big games, athletes, and standings (statistics) as well as a preview the Friday night's excitement and beyond. The focus is football, though other sports and sports news headlines are discussed as time permits. The station partners with a local newspaper sports journalist.

10/01/18 – 11/30/18
Live Show
Friday's 8:30a-9:00a
30:00 minute segment

3. Non Profit Community Event

In-Kind Event PSA Promotion & Partnership

The Olympia Film Society's Annual Film Festival

The Olympia Film Society hosts its annual Film Festival in November. Several days of film, community events, art, music, and special guests anchor the well attended event. The diverse culture of our local community is featured and celebrated as well. KYYO provides on-air promotion for this event, to the Olympia Film Society.

11/05/18 – 11/17/18
Promo Messages
30 second spots
(68 total spots)

4. Local Sports

Hoop Talk

Local High School Sports Show

The station produces a Local High School Sports show, called Hoop Talk, which airs for half an hour, every Friday morning during the basketball season. There's a re-cap of the previous weeks games, athletes, and standings (statistics) as well as a preview the excitement and beyond. The focus is boys and girls varsity basketball – about 28 teams in the station's coverage area, are highlighted. The station partners with a local newspaper sports journalist Dave Weber.

12/06/18 – 12/27/18

Live Show

Thursday's 8:30a-9:00a

30:00 minute segment

5. Charity Toy Drive

Official Media Partner, PSAs, Live in-studio Interviews, & On-Site Emcee & Remote Broadcast

41st Annual Olympia Toy Run

The annual Olympia Toy Run is an especially significant event for our local community. Over 10,000 motorcyclists meet on the first Saturday in December at Lacey's South Sound Center donating either toys that they've brought, or cash to participate in the 5 mile ride from Lacey to Marathon Park in downtown Olympia. The station is the official media partner for the Olympia Toy Run, providing promotional PSAs (107X), Live In-Studio Interviews for "Santa Joe," a 2 hour Remote Broadcast at South Sound Center as the bikers line up, and Emcee the ceremony at Marathon Park that marks the end of the days long event.

11/12/18 – 12/01/18

Live Interview(s)

60 second spots

Remote Broadcast

On-Site Emcee

(155 total spots)

6. Homeless Issues

Homeless Youth Organization

Homeless Backpacks

The nonprofit organization Homeless Backpacks has a mission to assist local homeless youth whom often go hungry outside of their school provided meal. This means that on weekends and on breaks from school, these students don't have the nourishment that is critically important to their growth and development. At the end of the 2016 school year, Homeless Backpacks were serving 400 students per week, by providing a bag of food for the weekend. By utilizing school counselors to deliver the bags of food, there's an opportunity for additional check-in with students.

10/01/18-12/31/18

PSA Messages

(2 spots per/week)

30 second spots

7. Law Enforcement

Crime Stoppers of South Sound

Local PSAs

Crime Stoppers of South Sound is a joint effort of private citizens, the media and local law enforcement agencies to apprehend criminals. It was established through the efforts of John McCarthy, a county resident, and Commander Ed Sorger of the Lacey Police Department. Each local law enforcement agency was asked to appoint two directors and the program began

10/01/18--12/31/18

PSA Messages

30 second spots

3 spots per/day

on March 1, 1991. More than 1,200 Crime Stopper programs are now in operation in every state and several foreign countries. Locally, Crime Stoppers depend on the full cooperation of the police departments of Lacey, Olympia, Tumwater, Thurston County Sheriff's Office, working closely with The Olympian Newspaper, local radio stations, cable television, and local citizens.

**8. Non-Profit
Animals**

"Toast for Tails Auction"

Concern For Animals

For over 38 years Concern for Animals has helped thousands of animals in Thurston, Mason, and Lewis counties by providing services including but not limited to: Financial assistance for spay/neuter; Financial assistance for veterinary medical care; Pet food bank; Adoption and rescue. Concern for Animals relies on donations, memberships, grants and fundraising events to continue programs for pet owners and their animals. The stations provided 196 :30 second spots focused on promoting/selling tickets to their annual Toast for Tails Auction.

10/22/18 – 11/04/18
PSA Messages
(196) 30 second spots

**9. Non-Profit
Animals**

"Breakfast with Santa" Benefit

Concern For Animals

For over 38 years Concern for Animals has helped thousands of animals in Thurston, Mason, and Lewis counties by providing services including but not limited to: Financial assistance for spay/neuter; Financial assistance for veterinary medical care; Pet food bank; Adoption and rescue. Concern for Animals relies on donations, memberships, grants and fundraising events to continue programs for pet owners and their animals. The stations provided 20x :30 second spots focused on promoting/selling tickets for their Breakfast with Santa event, designed for families to see Santa and support the organization.

12/10/18 – 12/15/18
PSA Messages
(20) 30 second spots

10. Local Talk Program

Coffee with Ken Balsey Saturday's at 8:00 am

Hosted by Ken Balsey

The station works with local historian, and political commentator Ken Balsey who invites guests that range from politicians to business or community leaders into the studio an interview that discusses important local issues in Thurston County and the Pacific Northwest. The station airs the program on Saturday mornings at 8:00 am and the podcast version is posted on Ken's website, kenbalsey.com. His guests in this period included, candidate for Thurston County Auditor Stewart Holmes, Thurston County Auditor Mary Hall, Lacey Mayor Andy Ryder,

10/06/18 – 12/22/18
Locally Produced Show
30:00 Minute Program
Saturday Mornings
8:00am

Thurston County Treasurer Jeff Gadman, Thurston County Chamber CEO David Schaffert
 Thurston County Chamber's Krosbie Carter, Thurston County Historian Dave Nicandri,
 Experience Olympia & Beyond's Shauna Stewart, Thurston County Commissioner Bud Blake,
 Director of TCOMM 911 Keith Flewelling, and local business owner Linda Zeman.

- 11. Local Holiday Event** **December 14, 2018 – Centennial Train Station**
Centennial Train Station – Non Profit Organization – Santa on the Train 12/10/18-12/14/18
 The local train station was constructed, maintained, and operated by the Centennial Train 25 messages total
 Station non-profit organization. Without their efforts, our community would not have a train stop :15 second spot
 used by many Amtrak passengers. The group hosted a day in December to meet Santa as he
 arrived on the train. This is a free event, where families can have a picture taken with Santa and
 enjoy refreshments.
- 12. Non Profit** **Community Outreach**
Scholarship Program ***Miss Thurston County Scholarship Program (MTCSP)*** 10/01/18-10/28/18
 The Miss Thurston County Scholarship Program is an official preliminary to the Miss Washington PSA Messages
 and Miss America program. MTCSP is a not for profit organization formed in 1975, by individuals (166x)
 who believe in helping local young women achieve success by providing an opportunity for them 30 second spots
 to fulfill their potential. Over the years, more than 260 participants have benefitted from the
 program through personal, professional, and educational growth. The station is the official media
 sponsor for MTCSP, providing PSA messages asking for support and sponsors for their upcoming
 pageant.
- 13. Environment** **Fall Planting Event at Woodland Creek Community Park**
City of Lacey Water Resources – Stream Team 11/19/18-11/23/18
 If you enjoy rushing streams, clean air, the smell of rich soil on your hands and the camaraderie PSA Messages
 Of others who like to make a difference, then get involved with Stream Team! Stream Team (46x)
 Offers a fun and rewarding way to protect and improve local streams, rivers and Puget Sound. 30 second spots
 Stream Team events are free and open to everyone. You can participate individually or bring
 Your family, friends or members of your community group. Thurston County Stream Team held
 Their fall planting event at Woodland Creek Community Park is Lacey on Saturday November
 24th from 10am-12pm. They planted trees and shrubs to combat stream bank erosion. The
 Station provided PSA messages to promote interest, pre-registration and attendance for the event.

**14. Fire Department
Community Event**

3rd Annual Open House/Family Event

Olympia Fire Department

The Olympia Fire Department hosted their 3rd annual open house celebration on Saturday October 6, 2018 from 11 am – 2 pm at station one in Downtown Olympia. They had a variety of fun family oriented activities, including a bounce house, rides on lil' squirt a miniature fire engine and target kids can hit with water hose. There was fire extinguisher training, fire engine and medic unit tours, along with refreshments. The station provided 40 PSAs promoting the event.

10/01/18-10/06/18

PSA Messages
(40x)
30 second spots

15. Education Services

Local PSAs

Sound Learning

Sound Learning began as a workplace literacy program to help mill employees develop reading skills to understand important safety and training materials. Since that time Sound Learning has expanded to serve a diverse community of learners, and has been a reliable provider of quality, accessible, innovative education programs in Mason and Thurston Counties for the past 27 years. The overarching purpose of Sound Learning programs is to provide high quality instruction that supports individuals in developing the skills needed to navigate community systems and progress along career and college pathways that lead to sustainable employment, a strong economy, healthy families, and active communities. The station provides weekly PSAs to Sound Learning.

10/01/18-12/31/18

PSA Messages
(145x)
30 second PSAs